



## Sir Richard Branson headlines Inspire & Succeed

Even though Sir Richard Branson is “only” #478 on the Forbes Billionaires List<sup>1</sup> why is his wisdom some of the world’s most in-demand?

There are a few reasons in our opinion:

### He shares what he knows

He became “Sir” Richard in 1999 for services to entrepreneurship. The advice & comments in his daily tweets, blogs & posts have made him [the world’s most social CEO](#).<sup>2</sup>

### He constantly challenges the status quo

Branson was disrupting long before it was a buzzword. They mightn’t always work, but always taking risks with new ideas made him a [hit with customers](#).

### He treats his employees like family

Recently introduced staff policies include unlimited vacations<sup>3</sup> & a year’s paternity leave on full salary for new fathers. He has said: “If you take care of your employees they will [take care of your business](#).”<sup>4</sup>

### He takes on the giants

He’s gained a reputation as an [anti-establishment](#) swashbuckler. The fledgling Virgin Atlantic took on British Airways in a “dirty tricks campaign” & won.<sup>5</sup>

### He has a big heart

From planet-saving initiatives the Carbon War Room, Virgin Unite & Virgin Earth Challenge to transforming [the future of business](#) with The B Team – he’s determined to make a difference.<sup>6</sup>

### He knows how to have fun

His legendary stunts demonstrate his own #1 Secret to Business Success: [Enjoy What You Are Doing](#).<sup>7</sup> He says, “Have fun and the money will come.”<sup>8</sup>

# INSPIRE+SUCCEED

This November Sir Richard leads a 1 day Program of innovators and influencers in Sydney & Brisbane

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SUBJECT: You'll never, ever see Richard Branson for less

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